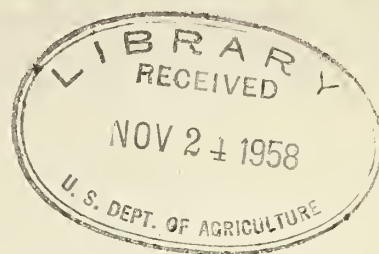


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Consumer Purchases of Selected FRUITS AND JUICES



JULY



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

CPFJ-50

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Agriculture - Washington

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
JULY 1957

The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only in order to permit comparisons between periods of equal length.

SUMMARY

Household consumer purchases of frozen concentrated orange juice in July 1957 were up 22 percent from July 1956, while total purchases of the other frozen concentrated juices increased about 10 percent.

Purchases of chilled orange juice, although down moderately from the preceding month, were 46 percent greater than in October 1956 when first reported.

Buying of frozen concentrated lemonade in July 1957 increased nearly 50 percent over a year earlier and exceeded the previous high set in July 1955. In contrast, buying of single-strength orangeade declined slightly and shelf-pack orangeade substantially.

The total volume of canned single-strength juices bought by householders rose moderately from July 1956, with orange and tomato juices showing the most substantial gains. Purchases of canned grapefruit juice, however, declined about 15 percent.

Purchases of fresh lemons and oranges for home use were well above the level of a year earlier with buying of Florida oranges the highest for July in 5 years. Purchases of fresh grapefruit, up 35 percent, reached the largest July volume reported in this series. Buying of canned grapefruit sections remained substantially below the volume of October 1956 when the product was first reported.

Frozen juices, chilled juice and ades: Consumer purchases of frozen concentrated orange juice for home use in July 1957 totaled 5.5 million gallons, 22 percent more than in July a year earlier. The volume purchased, however, was about 13 percent less than the record 6.3 million gallons in May 1957 (table 1, figs. 1, 4, and 5).

Cumulative purchases of frozen concentrated orange juice through the first 10 months of the 1956-57 crop season (October 1956-July 1957) were 8 percent ahead of the corresponding 1955-56 period.

About 30 percent of the Nation's families bought frozen concentrated orange juice in July 1957, up one percentage point from a year earlier. Purchases averaged 8 six-ounce cans of juice per buying family, an increase of more than one can over July 1956. Prices paid averaged 13.5 cents for a 6-ounce can of frozen concentrated orange juice in July 1957, about $3\frac{1}{2}$ cents less than a year earlier.

Home buying of frozen concentrated juices other than orange totaled 690,000 gallons in July 1957, a 10 percent increase over July 1956. Purchases of frozen concentrated grapefruit juice were too small for analysis.

Total household purchases of all frozen concentrated juices amounted to 6.2 million gallons, 20 percent more than in July a year earlier. Purchases of frozen concentrated orange juice comprised approximately 88 percent of the total volume in both July 1957 and July 1956.

Buying of chilled orange juice for home use amounted to 1.7 million gallons in July 1957. Although this was the smallest volume reported in 5 months, it was 46 percent greater than in October 1956 when the product was first reported.

Since October 1956 the average quantity of chilled orange purchased per buying family has increased from about 3 to 4 quarts per month, while only a slight gain has occurred in the proportion of families buying the product. Householders paid about 35 cents per quart for chilled orange juice in July, nearly 2 cents less than in October 1956.

Household purchases of canned single-strength orangeade in July 1957--653,000 cases equivalent 24 No. 2's--were unchanged from June and slightly below the volume of a year earlier. The decline from a year earlier was associated with a decrease of one percentage point in the proportion of buying families.

Prices paid for single-strength orangeade in July 1957 averaged about 27 cents per 46-ounce can, up more than one-half cent from a year earlier.

Consumer buying of frozen concentrated lemonade in July 1957 was at the highest level yet reported. Purchases totaled almost 3 million gallons, 49 percent more than in July a year earlier and 18 percent above the highest monthly purchase volume previously reported.

In July 1957 frozen concentrated lemonade was purchased by 19 percent of the Nation's householders. Purchases per buying family averaged $6\frac{1}{2}$ cans (6-ounce cans) during the month at a cost of about 11 cents per can, 2 cents lower than a year earlier. Compared with July a year earlier, the proportion of families buying rose 3 percentage points, and the volume per buying family rose 21 percent.

Consumers bought about 114,000 gallons of shelf-pack orangeade in July 1957, 26 percent less than in July a year earlier. The lower volume was accompanied by a decline in the proportion of families buying and in the average quantity purchased per buying family. Prices paid for shelf-pack orangeade in July 1957 averaged nearly 17 cents per 6-ounce can, about the same as a year earlier.

Shelf-pack lemonade, frozen single-strength lemon juice, and frozen concentrated orangeade were purchased by too small a proportion of the Nation's families in July 1957 for analysis.

Canned juices and fruits: Consumer purchases of canned single-strength orange juice in July 1957 were the highest in about 2 years and prices paid the lowest in that time. Purchases totaled 1.1 million cases (equivalent 24 No. 2's), a 28 percent increase over July a year earlier, and 7 percent more than in the preceding month. The increase in volume was associated with a larger proportion of buying families along with moderately larger purchases per buying family. Purchases this July averaged slightly more than two 46-ounce cans with 10 percent of the Nation's families buying. Prices paid averaged about 30 cents a can, down 5 cents from a year earlier (table 2, fig. 6).

Household buying of canned single-strength grapefruit juice in July 1957 totaled 854,000 cases (equivalent 24 No. 2's), down 15 percent from July a year earlier. The volume of purchase during each month of the 1956-57 crop season has been below the corresponding month of the 1955-56 season.

Canned grapefruit juice was bought in July 1957 by about 7 percent of the Nation's families compared with nearly 9 percent a year earlier. Buying during the month averaged slightly more than two 46-ounce cans per buying family, down moderately from a year earlier. Consumers paid 27 cents or about $1\frac{1}{2}$ cents more per can for grapefruit juice in July 1957 than a year ago.

About 108,000 cases (equivalent 24 No. 2's) of canned single-strength lemon juice was bought for home use in July 1957. Nearly 4.5 percent of the Nation's families bought the product, with purchases averaging $3\frac{1}{2}$ six-ounce cans per buying family. Total purchases and the average quantity purchased per buying family were almost the same as in July a year earlier. A 6-ounce can of lemon juice cost consumers 10.4 cents in July 1957, about 2 cents less than a year earlier.

Household purchases of prune juice in July 1957 amounted to 623,000 cases (equivalent 24 No. 2's). About 7 percent of U. S. families bought prune juice during the month, with the average buying family purchasing 2.3 quarts. Householders paid about 33 cents per quart for prune juice in July 1957. Total purchases, as well as the quantity bought per buying family, and the price paid were almost the same as in the preceding month and a year earlier.

Tomato juice purchases for household use totaled 1.7 million cases (equivalent 24 No. 2's) in July 1957, 27 percent more than a year earlier. About 16 percent of the Nation's families bought tomato juice during the month, a slightly larger proportion than a year earlier. Average purchases per buying family were up about 19 percent from July 1956 to about two 46-ounce cans for the month. Householders paid approximately 27 cents per 46-ounce can of tomato juice, nearly 3 cents less than in July 1956.

Purchases of single-strength juices, other than those individually reported, totaled 3.4 million cases (equivalent 24 No. 2's) in July 1957, about 20 percent more than a year earlier. Total household purchases of all single-strength juices were up 15 percent from the preceding July.

Householders bought 296,000 cases (equivalent 480 ounces per case) of canned grapefruit sections in July 1957, about 19 percent more than in the preceding month. The volume purchased, however, was 23 percent below October 1956 when the product was first reported. Grapefruit sections were bought this July by about 5 percent of all families, with buying families taking an average of 53 ounces during the month. A No. 303 can of grapefruit sections cost consumers almost 19 cents in July 1957 compared with about 18 cents in October 1956.

Fresh fruit: Purchases of fresh oranges for home use totaled 1.5 million boxes in July 1957, compared with 1.3 million boxes a year earlier. The largest July purchase volume of Florida oranges since 1952 accounted for most of the gain (table 3, figs. 7 and 8).

Higher than usual buying of Florida oranges in July 1957 was mainly responsible for retarding the usual sharp decline from the June level experienced in previous years. Total orange purchases in July 1957 declined only 12 percent from the June volume compared with an average June to July decline of 25 percent in the 1952-56 period. Cumulative purchases of oranges during the first 10 months of the 1956-57 crop season, however, ran 6 percent behind the corresponding 1955-56 period.

About $\frac{1}{4}$ of the Nation's families bought fresh oranges in July 1957, with purchases averaging about 2 dozen oranges per buying family. Both of these factors were up slightly from a year earlier.

Compared with July 1956, consumers paid about 3 cents more per dozen for California-Arizona oranges but about 5 cents less for Florida oranges. Prices paid for all oranges averaged 46 cents per dozen, slightly higher than a year earlier.

Household consumer purchases of fresh grapefruit were the highest yet reported for July. Purchases totaled 477,000 boxes, about 35 percent more than in July a year earlier. Nevertheless, cumulative purchases of grapefruit through the first 10 months of the 1956-57 season were about 10 percent behind the corresponding period of the 1955-56 season.

Between 8 and 9 percent of U. S. families bought grapefruit in July 1957, approximately 1 percentage point more than a year earlier. Purchases per buying family averaged about two-thirds dozen and were slightly higher than in the preceding July. Prices paid for California-Arizona grapefruit this July were about 5 cents per dozen less than a year earlier, but prices for Florida grapefruit were 12 cents higher. The average price paid for all grapefruit purchased remained unchanged from a year earlier at \$1.05 per dozen.

Consumers purchased 642,000 boxes of lemons in July 1957, 14 percent more than in July a year earlier and 36 percent more than in the preceding month. Because of comparatively low purchases in May and June, however, cumulative purchases during the first 10 months of the 1956-57 season remained slightly behind the level of a year earlier.

Lemons were purchased by about 3 out of 10 families in July 1957, with purchases averaging about 14 lemons per buying family. Compared with July 1956 the proportion of families buying was slightly smaller, while the quantity purchased per buying family averaged about one lemon more.

Consumers paid about 41 cents for a dozen lemons in July 1957, nearly 4 cents a dozen less than in July a year earlier.

Table 1.--Frozen juices, refrigerated juices, and ades: U. S. total consumer purchases and average price, July 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1957	1956	1957	1956	Purchases		Quantity per purchase			1957	1956
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange.....	29.7	28.8	5,487	4,515	2.1	2.1	22.9	19.5	6	13.5	17.0
Grapefruit.....	1/	2/	1/	2/	1/	2/	1/	2/	6	1/	2/
Other concentrates.....	3/	3/	636	630	3/	3/	13.7	14.3	6	18.1	15.2
Total.....	32.4	31.4	6,177	5,145	2.3	2.3	21.3	18.5			
Refrigerated juice											
Chilled orange juice.....	3.3	2/	1,674	2/	3.4	2/	39.0	1/	4/	35.0	2/
Concentrated ades											
Frozen											
Lemonade.....	19.1	16.1	2,930	1,966	1.7	1.6	23.1	20.3	6	11.1	13.3
Shelf-pack											
Orangeade.....	1.3	1.6	114	154	1.4	1.7	16.4	14.8	6	16.9	16.6
Single-strength ade											
Canned orangeade.....	4.4	5.3	653	660	1.6	1.5	80.2	73.1	46	26.8	26.2

1/ Too few purchases for analysis.
2/ Data not obtained for this period.
3/ Information not available.
4/ Per equivalent quart.

Table 2.--Canned fruit and single-strength juices: U. S. total consumer purchases and average price, July 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1957	1956	1957	1956	1957	1956	1957	1956		1957	1956
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned fruit											
Grapefruit sections.....	5.3	2/	296	2/	1.5	2/	35.4	2/	3/ 16	18.7	2/
Canned juices											
Orange.....	9.9	9.2	1,146	898	1.7	1.6	58.2	52.4	46	30.5	35.7
Grapefruit.....	7.4	8.7	854	1,007	1.5	1.6	64.2	63.3	46	27.4	26.0
Lemon.....	4.5	4.6	108	106	1.3	1.3	16.2	15.4	5½	10.4	12.3
Prune.....	7.2	7.4	623	617	1.8	1.8	40.7	40.0	32	33.0	32.7
Tomato.....	16.1	15.3	1,729	1,366	1.6	1.5	58.3	52.3	46	26.8	29.5
Total 4/.....	47.8	46.9	7,877	6,853	2.7	2.6	52.2	49.4			

1/ Equivalent cases of No. 2 cans - 432 ounces per case.

2/ Data not obtained for this period.

3/ Net weight 1 lb. (No. 303 can).

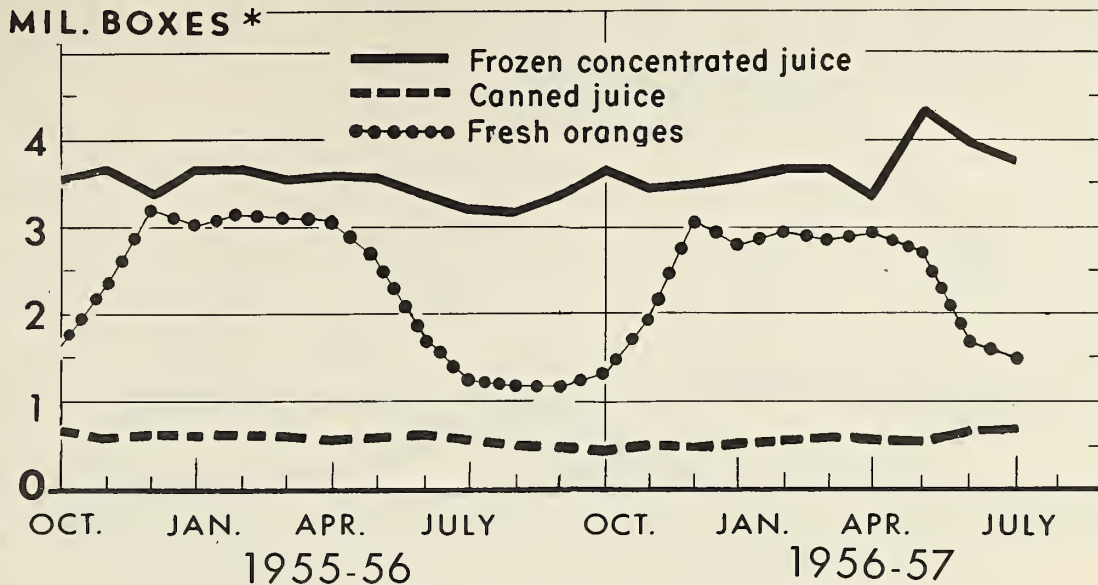
4/ Includes other single-strength juices.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, July 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1957	1956	1957	1956	1957	1956	1957	1956	1957	1956
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona.....	19.0	19.5	887	859	1.8	1.7	12.0	13.1	47.8	44.8
Florida.....	5.6	4.7	383	248	2.0	1.7	13.2	11.6	45.7	50.8
Unidentified.....	4.2	4.3	183	150	1.4	1.4	13.3	12.2	41.8	46.7
Total 1/.....	25.8	25.5	1,477	1,268	2.0	1.9	12.4	12.8	46.5	45.8
Grapefruit										
California-Arizona.....	2.5	2.4	109	80	1.5	1.4	4.6	4.3	104.7	109.2
Florida.....	3.8	2.7	171	137	1.7	1.5	3.9	5.2	112.4	100.5
Unidentified.....	3.5	3.0	185	127	1.7	1.6	4.7	4.3	99.7	107.1
Total 1/.....	8.6	7.4	477	353	1.9	1.7	4.4	4.6	105.5	105.6
Lemons.....	30.4	30.8	642	563	1.7	1.7	8.3	7.8	40.8	44.6

1/ Includes small purchases of Texas fruit.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

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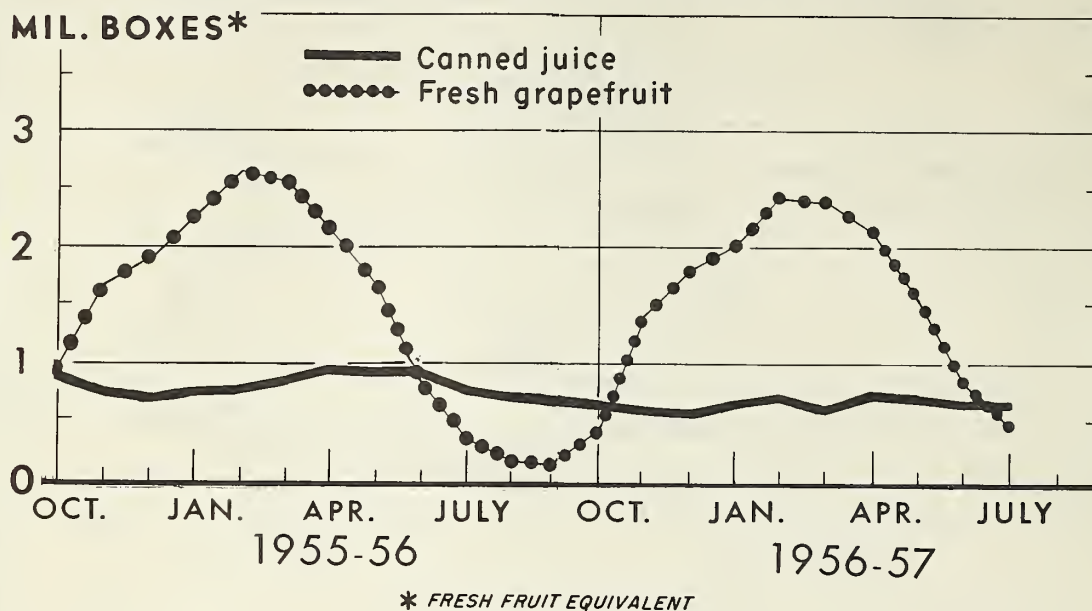
Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1955 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Total	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October.....	1,301	1,643	3,620	3,597	459	688	5,380	5,928
November.....	1,961	2,350	3,440	3,621	494	594	5,895	6,565
December.....	3,045	3,270	3,496	3,395	480	647	7,021	7,312
October-December 1/.....	7,068	8,020	11,360	11,471	1,558	2,088	19,986	21,579
January.....	2,772	3,008	3,531	3,671	516	648	6,819	7,327
February.....	2,944	3,142	3,689	3,649	566	645	7,199	7,436
March.....	2,870	3,126	3,664	3,569	588	612	7,122	7,307
October-March 1/.....	16,405	18,166	23,157	23,406	3,353	4,155	42,915	45,727
April.....	2,938	3,055	3,372	3,603	571	578	6,881	7,236
May.....	2,719	2,617	4,281	3,565	541	602	7,541	6,784
June.....	1,676	1,726	3,970	3,390	645	610	6,291	5,726
October-June 1/.....	24,276	26,041	35,734	34,916	5,271	6,078	65,281	67,035
July.....	1,477	1,268	3,786	3,201	690	534	5,953	5,003
August.....		1,160		3,147		484		4,791
September.....		1,129		3,310		499		4,938
Season 1/.....		29,875		45,455		7,480		62,810

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

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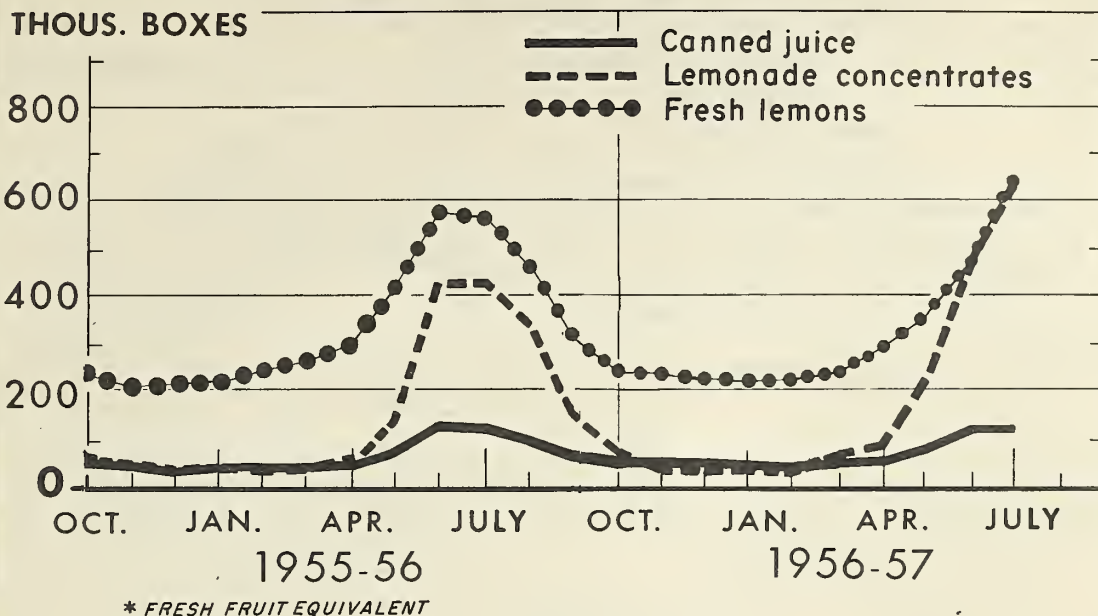
Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1955 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice		Total	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	444	984	674	813	1,118	1,797
November.....	1,359	1,695	620	674	1,979	2,369
December.....	1,839	1,932	592	732	2,431	2,664
October-December 1/.....	4,076	5,165	2,663	2,407	6,739	7,572
January.....	2,020	2,246	673	754	2,693	3,000
February.....	2,407	2,672	716	788	3,123	3,460
March.....	2,389	2,543	608	857	2,997	3,400
October-March 1/.....	11,492	13,370	4,839	5,006	16,331	18,376
April.....	2,131	2,165	735	940	2,866	3,105
May.....	1,540	1,668	729	926	2,269	2,594
June.....	880	860	663	940	1,548	1,800
October-June 1/.....	16,359	18,411	7,118	8,029	23,477	26,440
July.....	477	353	652	768	1,129	1,121
August.....		184		705		889
September.....		161		679		840
Season 1/.....		19,142		10,349		29,491

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



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Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1955 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	248	228	53	39	74	49	75	53	376	320
November.....	232	207	44	35	31	37	32	39	308	281
December.....	223	216	50	36	35	31	36	34	309	286
October-December 3/.....	774	713	162	129	151	125	154	133	1,090	975
January.....	217	218	49	37	37	32	38	37	304	292
February.....	220	242	42	42	34	34	35	36	297	320
March.....	239	261	50	42	59	37	61	40	350	343
October-March 3/.....	1,508	1,492	315	262	291	236	298	255	2,121	2,009
April.....	285	288	51	46	77	58	80	59	416	393
May.....	359	416	70	71	213	135	216	138	645	625
June.....	472	573	115	124	471	410	478	425	1,065	1,122
October-June 3/.....	2,727	2,876	567	528	1,138	894	1,152	937	4,446	4,341
July.....	642	563	116	117	618	415	629	426	1,387	1,106
August.....		457		96		341		351		904
September.....		309		65		137		141		515
Season 3/.....		4,303		815		1,870		1,940		7,058

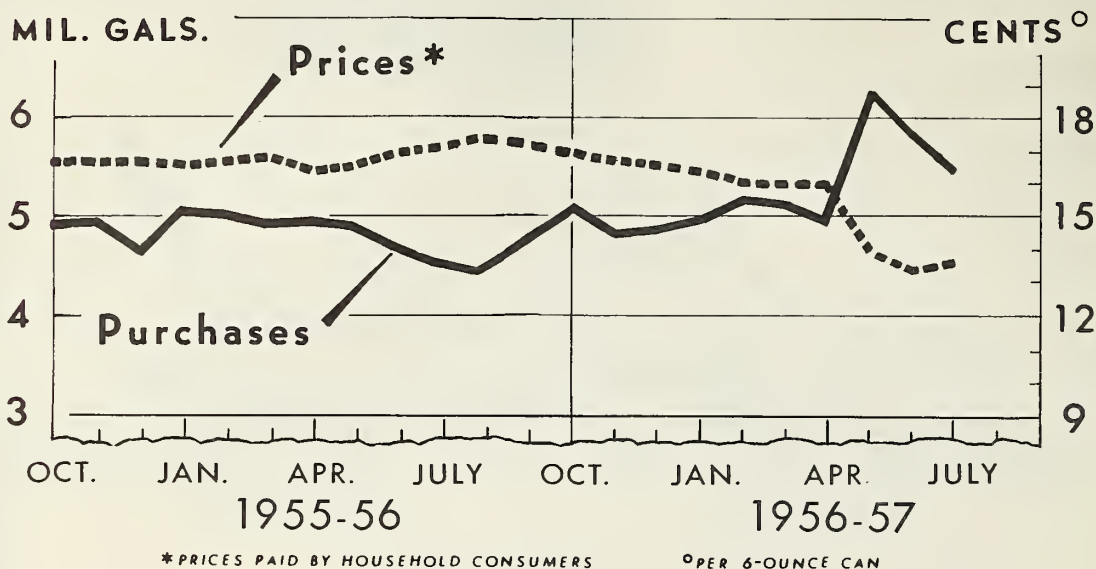
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

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Figure 4

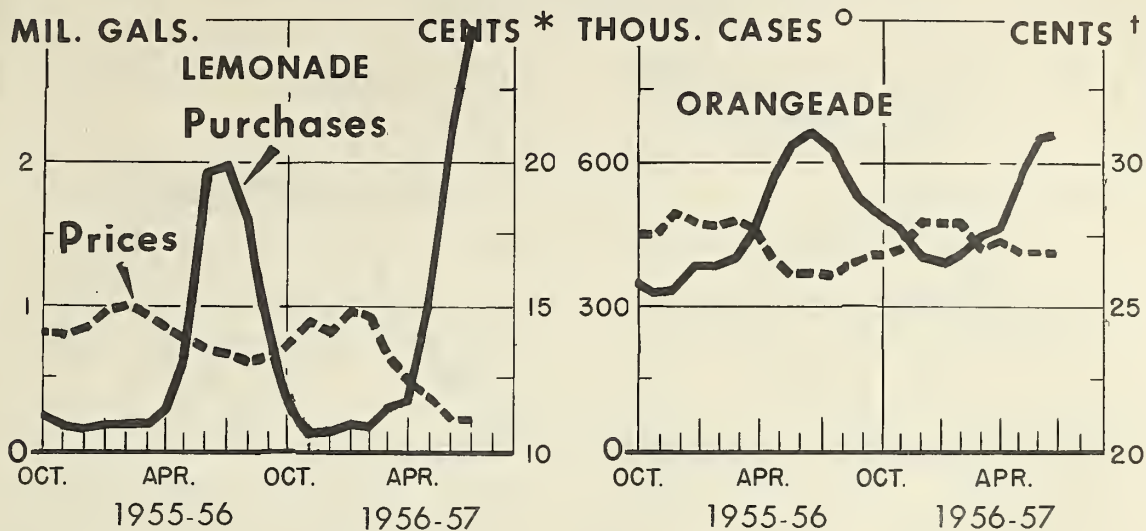
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1955 to date

Period	Purchases		Average price per 6 oz. can	
	1956-57	1955-56	1956-57	1955-56
	1,000 gallons	1,000 gallons	Cents	Cents
October.....	5,070	4,962	17.0	16.6
November.....	4,818	4,995	16.7	16.6
December.....	4,896	4,683	16.6	16.7
October-December 1/.....	15,911	15,822		
January.....	4,945	5,043	16.3	16.6
February.....	5,166	5,012	16.0	16.7
March.....	5,132	4,903	15.9	16.8
October-March 1/.....	32,433	32,216		
April.....	4,959	4,970	15.9	16.4
May.....	6,296	4,917	14.0	16.5
June.....	5,838	4,676	13.3	16.8
October-June 1/.....	50,928	48,092		
July.....	5,487	4,515	13.5	17.0
August.....		4,439		17.3
September.....		4,669		17.2
Season 1/.....		62,957		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3780-57 (8) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1955 to date

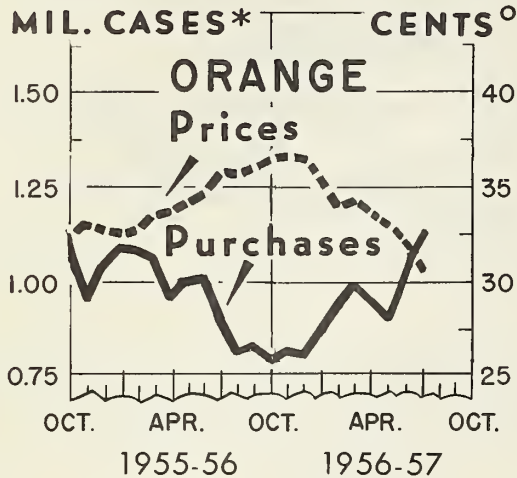
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	350	230	13.4	14.0	484	351	26.9	27.5
November.....	148	144	14.3	14.0	466	326	27.2	27.3
December.....	166	147	14.1	14.3	401	330	28.0	28.2
October-December 2/.....	718	593			1,428	1,071		
January.....	176	153	14.9	14.8	393	379	27.9	27.9
February.....	161	163	14.4	14.8	409	379	27.9	27.6
March.....	280	177	13.4	14.7	450	393	27.0	28.0
October-March 2/.....	1,382	1,121			2,781	2,348		
April.....	366	273	12.4	14.2	465	446	27.2	27.6
May.....	1,010	640	11.9	13.8	572	563	26.8	26.7
June.....	2,231	1,942	11.0	13.6	652	634	26.8	26.2
October-June 2/.....	5,397	4,239			4,609	4,106		
July.....	2,930	1,966	11.1	13.3	653	660	26.8	26.2
August.....		1,614		13.1		627		26.1
September.....		648		13.3		522		26.6
Season 2/.....		8,866				6,087		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

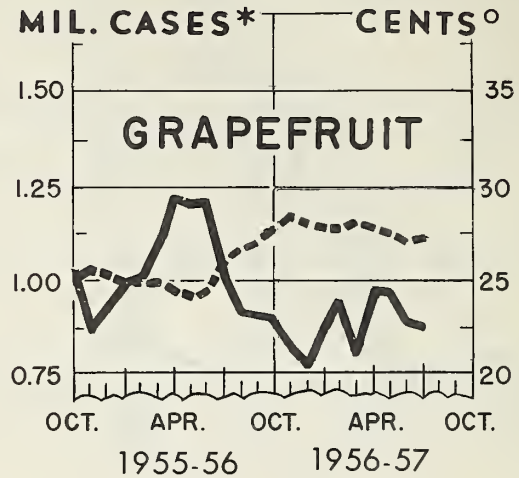
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24 #2's



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3781-57 (8) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1955 to date

Period	Orange				Grapefruit			
	Purchases		Average price per 46 oz. can		Purchases		Average price per 46 oz. can	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	775	1,104	36.4	32.3	884	1,033	27.9	25.3
November.....	834	954	36.6	33.0	813	857	28.6	25.5
December.....	810	1,038	36.4	32.8	776	930	28.1	25.2
October-December 2/.....	2,631	3,351			2,663	3,059		
January.....	871	1,081	35.0	32.7	882	981	27.9	24.9
February.....	956	1,077	34.0	33.1	939	1,025	27.9	24.8
March.....	993	1,021	34.4	33.5	797	1,114	28.1	24.8
October-March 2/.....	5,663	6,801			5,515	6,439		
April.....	949	960	33.9	33.5	978	1,223	27.8	24.5
May.....	898	1,000	32.7	34.2	969	1,204	27.4	24.4
June.....	1,071	1,013	31.9	34.5	888	1,221	27.1	24.6
October-June 2/.....	8,849	9,996			8,545	10,370		
July.....	1,146	898	30.5	35.7	854	1,007	27.4	26.0
August.....		814		35.6		924		26.6
September.....		839		36.2		890		27.3
Season 2/.....		12,751				13,410		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

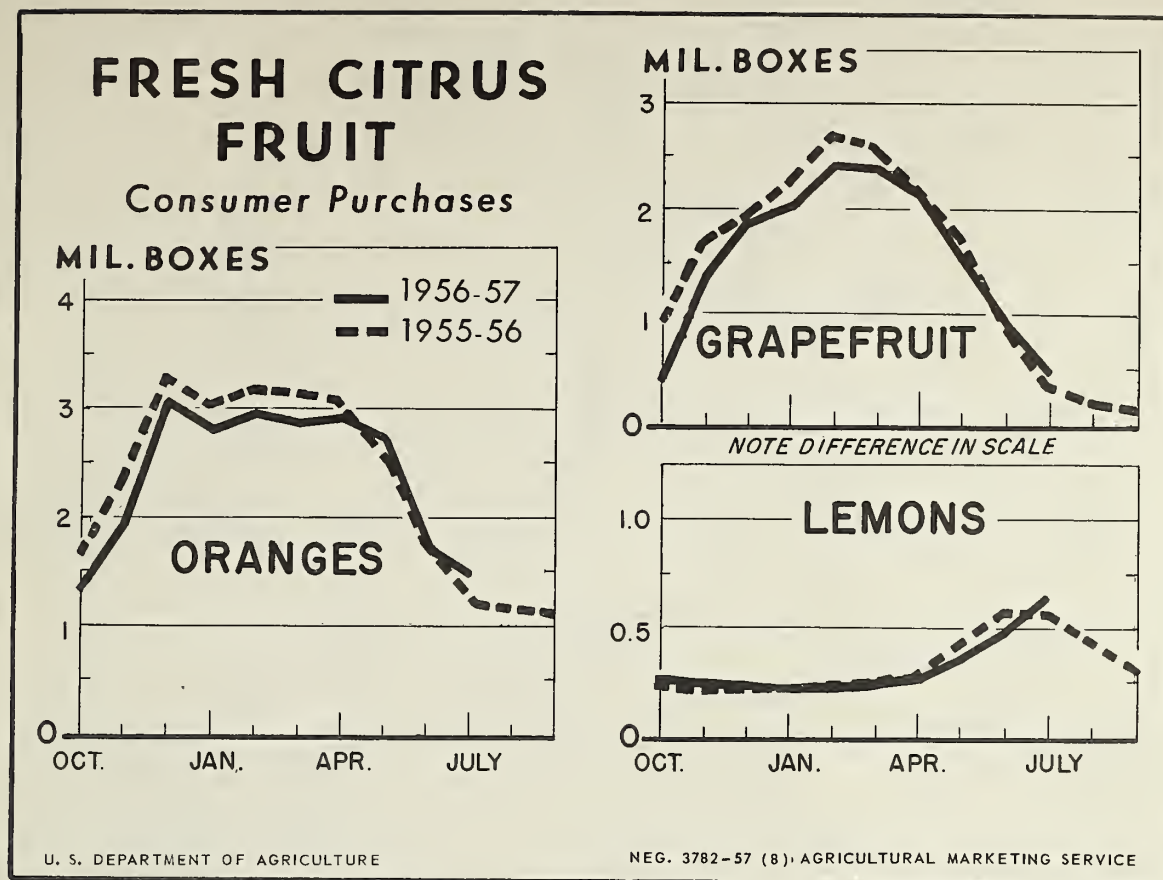


Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1955 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	1,301	1,643	45.2	42.1	444	984	118.7	90.7	248	228	46.2	43.9
November.....	1,961	2,350	40.0	37.9	1,359	1,695	90.0	80.1	232	207	47.5	45.5
December.....	3,045	3,270	39.8	39.4	1,839	1,932	82.6	77.8	223	216	47.4	46.8
October-December 1/.....	7,068	8,020			4,076	5,165			774	713		
January.....	2,772	3,008	41.8	41.4	2,020	2,246	80.3	77.9	217	218	50.1	48.1
February.....	2,944	3,142	42.4	43.7	2,407	2,672	76.1	73.4	220	242	49.1	46.3
March.....	2,870	3,126	44.8	44.9	2,389	2,543	78.7	76.0	239	261	46.2	44.6
October-March 1/.....	16,405	18,166			11,492	13,370			1,508	1,492		
April.....	2,938	3,055	46.4	45.8	2,131	2,165	82.2	81.1	285	288	43.2	42.5
May.....	2,719	2,617	48.5	51.5	1,540	1,668	90.1	91.3	359	416	43.3	40.2
June.....	1,676	1,726	47.7	53.0	880	860	97.8	100.5	472	573	41.7	44.0
October-June 1/.....	24,276	26,041			16,359	18,411			2,727	2,876		
July.....	1,477	1,268	46.5	45.8	477	353	105.5	105.6	642	563	40.8	44.6
August.....		1,160		43.0		184		108.8		457		43.9
September.....		1,129		44.7		161		120.5		309		45.8
Season 1/.....		29,875				19,142				4,303		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

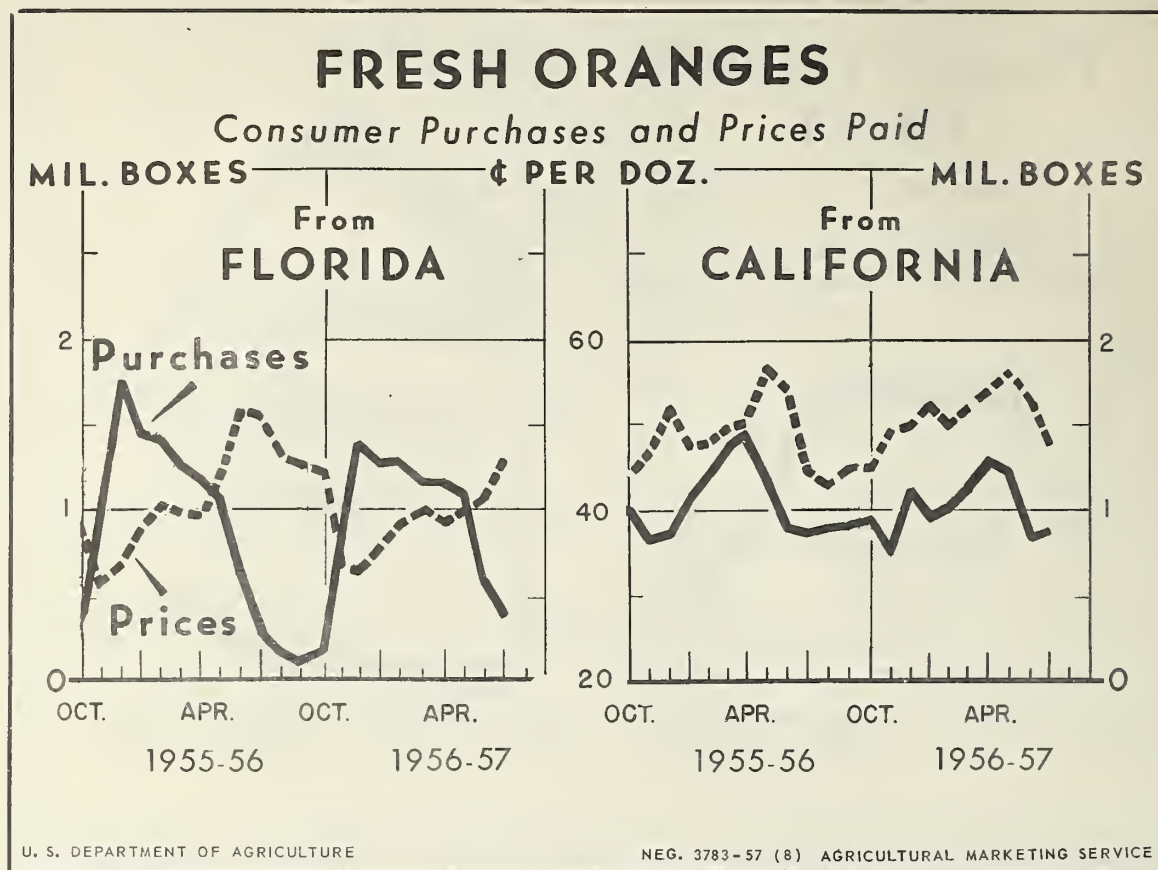


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1955 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	166	390	44.9	36.8	938	1,009	45.6	44.6
November.....	855	1,081	33.4	32.0	746	842	48.6	47.0
December.....	1,368	1,765	32.8	33.8	1,098	871	49.8	52.2
October-December 1/.....	2,750	3,618			3,024	2,953		
January.....	1,269	1,427	35.8	37.5	978	1,063	52.4	47.4
February.....	1,294	1,399	38.2	40.2	1,024	1,191	50.6	48.0
March.....	1,168	1,261	39.8	39.6	1,126	1,384	52.0	49.8
October-March 1/.....	6,769	8,070			6,455	6,944		
April.....	1,165	1,186	38.7	39.7	1,291	1,458	53.9	50.3
May.....	1,085	1,065	39.9	44.5	1,221	1,190	56.2	56.9
June.....	575	596	41.7	51.5	846	892	52.4	54.1
October-June 1/.....	9,800	11,137			10,054	10,679		
July.....	383	248	45.7	50.8	887	859	47.8	44.8
August.....		144		46.8		870		42.8
September.....		86		45.1		886		44.7
Season 1/.....		11,639				13,515		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.